

Message Text

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DRAFTED BY: EBORISSOFF/GRODGERS/DIR BEWT/TAD/514

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E.O. 11652 N/A

TAG NO: BTRA US

SUBJECT: MARKET RESEARCH OFFICER--USSR

FROM COMMERCE

1. IN SUPPORT OF OUR MARKET PROMOTION ACTIVITIES IN THE USSR, AND IN ANTICIPATION AND PLANNING OF COMMERCE PARTICIPATION IN THE THIRD INTERNATIONAL EXHIBITION "CHEMISTRY", AUG-SEPT 1974, WE HAVE SCHEDULED A MARKET RESEARCH STUDY TO DETERMINE MARKET POTENTIAL FOR FOLLOWING PRODUCT CATEGORIES: MACHINES, EQUIPMENT, AND PROCESSES FOR THE PRODUCTION OF CHEMICAL MATERIALS (CHEMICAL FIBERS, SYNTHETIC MATERIALS, PLASTICS, AND OTHER POLYMERS); MACHINERY, EQUIPMENT, AND PROCESSES FOR THE PRODUCTION OF AGRICULTURAL CHEMICALS (FERTILIZERS, PESTICIDES, HERBICIDES, AND LIVESTOCK FEED, COMPLEX, MULTINUTRIENT FERTILIZERS); MEASUREMENT AND CONTROL INSTRUMENTATION USED IN THE PRODUCTION OF AGRICULTURAL CHEMICALS AND CHEMICAL MATERIALS), TO INCLUDE:--ELECTRONIC MEASURING EQUIPMENT; REGULATION APPARATUS; AUTOMATION EQUIPMENT; COMBUSTION CONTROL EQUIPMENT; FLUID FLOW METERS; PHOTOELECTRIC CELLS; ELECTRIC, HYDRAULIC, AND PNEUMATIC CONTROLS; LEVEL AND CAPACITY METERS; PRESSURE

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SWITCHES; PROCESSING COMPUTERS; RECORDERS; SPECTROGRAPHS;

REMOTE CONTROL SYSTEMS; THERMOREGULATORS; TURBIDIMETERS;
VACUUM MEASURING EQUIPMENT; VALVES; AND VISCOMETERS.

2. COMMERCE ADVISES THAT ERAST BORISSOFF, OFFICE OF EAST-
WEST TRADE ANALYSIS HAS BEEN ASSIGNED THIS MARKET RESERACH
STUDY TO LAST THROUGH AUGUST 2. SCHEDULED ETA MOSCOW IS 2205
JULY 22 BY PLANE FROM PRAGUE. POSSIBLE DOMESTIC TRAVEL MAY
BE CALLED FOR.

3. POST ACTION REQUESTED: ARRANGE PRIORITY INTERVIEW
WITH AGANISYAN OR HIS DEPUTY FROLOV IN CHAMBER OF COMMERCE
AS SUGGESTED BY OFFICE OF USSR COMMERCIAL COUNSELOR IN DC.
FURTHER INTERVIEWS IN ORDER:--V.N. SUSHKOV, CHIEF, MAIN
ADMIN FOR IMPORT OF MACH. FROM CAP COUNTRIES; --K.K. BAKHTOV
R LEVIT, MIN FOR TRADE; --I.V. KALECHITS OR N.Y. ALEHIN,
STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY; --REPRESENTATIVES OF
MIN OF CHEM PROD AND MIN OF OIL-PROCESSING AND PETROCHEM.
WOULD APPRECIATE FURTHER INTERVIEWS WITH REPRESENTATIVES OF:
SOJUZCHIMEXPORT--PROMSIRYEXPORT--NEFTECHIMPROMEXPORT--LICENSINGTORG--
MASHPRIBORINTORG--TECHMASHEXPORT. COMMERCE WOULD ALSO
APPRECIATE ANY ADDITIONAL OR ALTERNATIVE INTERVIEWS DEEMED
FEASIBLE.

4. MAIN OBJECTIVE OF STUDY WILL BE TO DETERMINE THE SIZE OF
THE DEMAND AND THE PRIORITIES ACCORDED CHEMICAL MATERIALS
VS. AGRICULTURAL CHEMICALS. ALSO THE DEMAND FOR THE NEXT THREE
YEARS, THE TYPE OF EQUIPMENT NEEDED IN ORDER TO INCREASE PRODUCTION
AND EFFICIENCY, WHAT TYPE OF U.S. EQUIPMENT IS MOST DESIRED,
THE RELATIVE COMPETITIVENESS OF U.S. PRODUCTS VS. THOSE FROM
WESTERN EUROPE, AND STRONG NTEREST IN PARTICULAR TECYNOLGY.

5. IT IS RECOGNIZED THAT SOME OF THESE ARRANGEMENTS MAY
NOT BE EASILY MADE AND ADVANCE APPRECIATION IS EXPRESSED FOR
THE POSTS EFFORTS AND ASSISTANCE.

6. HOTEL ARRANGEMENTS ARE BEING MADE THROUGH AMERICAN
EXPRESS. RUSH

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